

# France

## La vie en rose

### Export sales and cultural awareness

With Relocare as your coaching partner, you will get **the best** out of your business ventures in France – and probably get a taste for this country too.

France is one of the **leading** recipients of Danish investments in Europe. By 2010, more than 570 Danish firms were doing business in France, which is remarkable taken into account that language and culture can be an effective barrier.

Above all, to do a **successful** business venture it is important to get the door open – and to do it correctly the first time. Your first contact is paramount with the French. Waiving off mistakes with humour as done in Denmark is understood as unprofessional and in worse case they can get really offended.

In order to **open a door** for export sales and business in France, it will be necessary to comply with established rules of etiquette, politeness and rules of negotiations. And forget all about black Danish humour and sarcasm. French humour is just different, and there is no way out of an awkward situation other than avoiding it in the first place.

Nor is it a good idea to use standard solutions, as cultures and settings differ. It is simply a question of knowing how to act appropriately in different situations. This will earn you **the respect** of your French counterparts and will definitely be rewarded with a faster market entry and stronger relations.

#### We offer

- Development of cultural awareness between Danish and French branches, also in relation to mergers and acquisitions.
- Cross functional team courses in cultural awareness in long distance work
- Culture courses for both the employee and family.
- Sales cultures courses.
- Relocattion to France.

Contact managing director  
Else Christensen and hear  
how we will meet your  
needs and demands.

**From DKK 5.100,- ex. VAT.**

**relocare**  
it's all about people...

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